

# ROU Brief - 9/25/96

For: AVP/RSM/RBM/ROM/KAM/AM/RM-DFM/AE/MC/PC/PRC/SC

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## FSC-158-A

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### DISTRIBUTE TO ALL FULL-TIME FIELD SALES PERSONNEL

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#### ➔ New Sales Rep Training Program

Numerous questions are being fielded regarding the status of a new Sales Rep training program which will replace the outdated S.M.A.R.T program. As information, we are near completion of a new Sales Rep training program that will consist of four basic components:

1. A "training" hard drive that will consist of several computer-based training segments.
2. A Sales Rep training manual in hard copy.
3. An interactive computer-based "selling" program similar to P.S.S. that will be delivered directly from the training hard drive.
4. A simplified computer manual to assist in the training of the lap top.

We expect to complete this project and begin rolling it out to the Field by November 1, 1996.

ROU Program Contact: Julie Sanders, extension #1367

#### ➔ Expert System Enhancement

Beginning September 30, the Expert System in the Poqet will ask the following question when a 10¢ pack discount is required in a call: "Will you be working pack coupons in this call?"

If the Rep responds "YES", the expert system will provide a suggested discount value of 15¢ since this is the lowest value coupon defined by the system. If the rep responds "NO", the expert system will provide a suggested discount value of 10¢ for a buydown or VPR since both vehicles are available in the Poqet.

As information, redemption cost is 11¢ on all coupons--no redemption costs are associated with a VPR or buydown. Example: 10¢ Coupon (face value) + 11¢ (Redemption Cost) = 21¢ Total Cost

The only exception to the above is in the four DORAL Equity Test Divisions (Columbia, Birmingham, Kansas City, Nashville) where a special 10¢ coupon will be defined during the test period.

ROU Program Contacts: Steve Zitta, extension #1289  
Frank Petto, extension #1288  
Don Williams, extension #5503

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## ROU DETAIL

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➔ **Poqet Reference Guide Updated**

*Already Found & mailed out*

Updated Poqet Reference Guides have been mailed to the Region Operations Units to be distributed to all Poqet users, including Military Specialists. A master copy should be maintained at the ROU.

Program Contact: Don Williams, extension #5503

➔ **CIV Coverage Report to Include Manpower Analysis (Report #668)**

Based on Field input, an enhancement has been made to this report to reflect FTE Selling and Retail Reps required for the requested geography based upon retail call frequency. When the report is requested, the user will have the option to input "Calls Per Day" for both selling reps and retail reps. The report will total all selling rep frequency and retail rep frequency and use the following calculation to determine FTE selling and retail reps required.  $\text{Total gross retail frequency} / (228 \text{ days} * \text{user input calls per day}) = \text{Number of reps required}$ . The user input "Calls Per Day", FTE selling and retail reps required, and total retail frequency for the selected geography will be displayed on the summary page of the report.

Program Contact: Chris Minner, extension #1642

➔ **Communication Guidelines**

Communication guidelines have been established for Home Office personnel to streamline communications to the Field. Our objective continues to be to simplify and improve correspondence from Winston-Salem to you.

Attached for your reference is a copy of the communication guidelines sent to all internal departments in Winston-Salem.

We would appreciate your feedback on any suggestions you might have to further improve Home Office to Field Sales communications. Refer to specific FSC letters or other pieces of correspondence whenever possible when submitting your recommendations so that we may provide feedback to the appropriate people.

You may also want to consider potential application of some of these guidelines for improving Field-to-Field communications.

Program Contacts: Dick Luongo, extension #6110  
Sharon Reid, extension #2584  
Carla Davis, extension #7631

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**➔ Alliance Accrual Balances**

There have been questions regarding the cross-use of alliance accrual funds in accounts that are both Peer and WAM members. As a matter of policy, be aware that all accrual monies earned on a Peer brand must be spent to promote that brand; the same policy holds true for the WAM brand. In no case are you to allow a distributor to use the alliance funds earned on one group's brand to promote the other group's brand.

Program Contacts: Your Region Business Manager  
Your Area Manager of Operations  
Jim Farmer, extension #0470

**➔ Flip Door Security Program**

A retrofit kit is available to upgrade previously installed 6-Shelf and 8-Shelf High S/L (Spring Load) Locking Bars for Flip Door Security Systems. These kits may be ordered directly from the manufacturer using the Miscellaneous Spare Parts Order Form. Indicate the number of Retrofit Kits needed and forward to:

Schutz International  
8710 Ferris Avenue  
Morton Grove, IL 60053  
FAX #847/965-7141  
Attention: Don Bergeson  
800/323-5439

Program Contact: Deborah Jones, extension #5875

**➔ Pack and Carton Shelf Kits for Wood Fixtures**

Pack and carton shelf kits are available for ordering using the SMS item numbers listed below. Each kit contains the shelf with appropriate brackets and cartridge channel or retainer. If these items are needed on a component basis, continue to order through the Spare Parts program.

<u>Item #</u>	<u>Description</u>
464951	1' Pack S/L Shelf with Retainer & Bracket
464960	1.5' Pack S/L Shelf with Retainer & Bracket
464942	2' Carton Shelf with Channel & Bracket
460554	2' Pack S/L Shelf with Retainer & Bracket
460473	2.5' Carton Shelf with Channel & Bracket
460545	2.5' Pack Shelf with Retainer & Bracket
460533	3' Carton Shelf with Channel & Bracket
460551	3' Pack S/L Shelf with Retainer & Bracket
460542	4' Carton Shelf with Channel & Bracket
460560	4' Pack S/L Shelf with Retainer & Bracket

Program Contact: Deborah Jones, extension #5875